

Bob March is a young man gratifying his ambition to be an actor merely by being himself.

Bob is Capt. Satellite on TV station KTVU here, and tens of thousands of youngsters know in their hearts the friendly man in the space suit is a bona fide, honest-to-goodness hero of uncharted space, not someone playing a role.

That's the way Bob March wants it. He wants his wide-eyed, loyal TV audience daily from 3:30 to 5 p.m. to accept him as an intrepid but gentle captain who vicariously carries them on amazing adventures into uncharted areas far beyond the gaze and knowledge of humans.

#### RARE PRIVILEGE

Yet all the time March, a slender and soft-spoken chap in his middle 30s, is being 100 per cent himself, performing with a minimum of histrionics and by his sympathetic understanding of children's dreams and desires meeting them face-to-face on that seldom trod level halfway between childhood and adulthood. Only a few privileged men and women are permitted to dwell on that level.

Ask the many boys and girls within KTVU's range to identify Bob March and they'd turn puzzled eyes toward the questioner.

Ask them the identity of Capt. Satellite and the delighted roar of recognition would be heart warming.

March introduced his Capt. Satellite on the Jack London Square station 18 months ago, and it met with an instant response. Most recently the original one hour program was expanded to 90 minutes, the expansion of

necessity requiring new devices, new gimmicks to enchant not only his watching audience, but the half dozen small children who on each program are his special guests.

#### SOLID BOOKING

The guests are picked by a letter plan in which parents play an essential role. The popularity of these visits by eager, bright, and spic-and-span boys and girls is best understood with the intelligence he is booked for a full next year. However, parents whose nippers want to stand briefly in the intriguing shadow of Capt. Satellite shouldn't be deterred. The mails are delivered regularly to KTVU, Channel 2.

While March's program, which features a simulated trip far into space aboard a satellite, fundamentally is for youngsters, oldsters find much of interest in the 90-minute show.

The ingenuity of Bob March, and the willing cooperation of the parent station, have gone into the creation of a satellite interior which, on the screen, is remarkably authentic.

The program's introductory 30 minutes, recently added, features a laboratory class in science, weather study, geography and kindred subjects which for children possess a fascination beyond the understanding of some adults.

An hour spent undetected in the studio shadows implanted the certainty Bob March, alias Capt. Satellite, honestly and deeply loves children.

It is equally apparent children adore this man. From

goodbye he has total control of his gleeful guests. When he finally bids them au revoir, and presents them with requested autographed photos of himself, he is content with the knowledge he has wrought magic for those kiddies who visited him, and for the many who watched him on TV.

March, out of his flamboyant but impressive Satellite uniform, very much of an average human being, hails from Racine, Wisconsin.

He broke into TV in Milwaukee some years ago. He worked briefly in Bakersfield. He heard of KTVU, came here and sold the station on the Capt. Satellite idea. Both he and the station are happy with the deal.

Bob lives in Concord, flies

Those of a charitable nature he does for nothing. Those of a commercial sort—and there are many—pay him a fee. Invariably announcement of a public appearance calls forth children by the hundreds. His daily mail, too, attests his popularity.

Perhaps March's affinity for children is influenced substantially by the fact he has two sons. They are Robin, 12, and Brian, 8. On the other hand the facility with which he captures the imagination and adoration of the Bay Area's childhood has a deeper, older origin.

"Y'know," he said at the end of Friday's 90-minute program, his fifth and last for the week, "children have the

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most inquisitive, searching minds imaginable. It is that curiosity, that quest for knowledge, that makes them so fascinating. They may learn something from me — but I learn a great deal from them.”

The Captain, it would appear, is young at heart. Lucky man.

# 9 Injured

## In 'Space

## Ride' Fall

TR E JUN 3 - 1963

Nine persons, including seven children, were injured Sunday when a strong gust of wind collapsed the 'space Copter' amusement ride at San Francisco's Playland at the Beach.

Bob March, known widely to youthful television viewers as "Captain Satellite," was piloting the copter when the accident occurred. He was hurled through the plexiglass windshield and suffered cuts and bruises.

Among the injured youngsters were Marla MacNeuer, 11, and her two brothers, Robert, 8, and Blayde, 5, children of Robert N. MacNeur Jr., of 245 Sandringham Road, Piedmont, president of the Grant Miller Mortuaries.

All of the children and one father, Aron Schneider, 33, of 2126 15th St., San Francisco were treated for minor cuts and bruises at Park Emergency Hospital.

March, owner of the ride, said that the whirling gondola of the copter, suspended from a girder arm 35 feet out from a pylon, was buffeted by strong winds.

The girder arm slipped off a pulley in the wind, March said, and when he saw it, he pushed the emergency button to kill the power. The copter toppled onto its side, four feet off the ground.

TRF NOV 30 1965  
**TV Announcer**

## **March Arrested**

Oakland television announcer Robert W. March was arrested early today on suspicion of drunk driving as he drove his car off the MacArthur Freeway at 35th Avenue.

Patrolman Alex Smith said he stopped March, 38, of 324 Rishell Drive, when he passed the off-ramp stop sign about 4 a.m.

March was booked at the Hall of Justice and freed on \$330 bail.



# Wife Wants

# TV 'Satellite'

# Separation

JUL 13 1966

Robert W. March, 39, Oakland television personality, was sued for separate maintenance today by his estranged wife, Leone, 41, in Alameda County Superior Court.

March, who stars as "Captain Satellite" in the children's show of the same name, was accused of causing his wife grievous bodily injury and mental suffering. The action was filed on behalf of Mrs. March by attorney Francis Ollerdessen.

Mrs. March asks division of the community property, including the family home at 324 Rishell Drive, custody of the couple's two children, Robin, 16, and Brian, 13, and money for their support. The couple was married twice — the first time in Racine, Wis., in 1949, then again, in December, 1964, following a 1962 divorce in Contra Costa County.

# Holiday Show For Children

DEC 15 1968

Bob March, or "Captain Satellite," popular television star of KTVU, will present a children's holiday show at 10:30 a.m. Saturday at Westlake Junior High School in Oakland.

The show is sponsored by Oceana Chapter, Women's American ORT (Organization for Rehabilitation through Training), according to event chairman Mrs. Neil Gordon of Oakland.

Chapter president is Mrs.

Byron Mandel of Alameda and special projects chairman is Mrs. Marshall Cornblum of Piedmont.

Proceeds will benefit the ORT program called EPIC (Earning Power Improvement Courses).

Approximately 700 educational installations in 22 countries are operated by ORT, the world's largest non-governmental vocational training agency.